



behaviour to be proud of

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We think that how we do things is just as important as what we achieve.

Our behaviours have been developed by colleagues. They describe how we behave in a way that delivers the best experiences for others.

We have created a way of working that feels distinctly like us - behaviour we can be proud of.

Our behaviours are:

1. We take responsibility.
2. We take pride.
3. We make a difference.
4. We learn and grow.

Demonstrating these behaviours in all that we do helps us to create fantastic experiences for customers, colleagues and the people we work with.

we take responsibility

We listen with empathy and without bias. Being open and honest, and doing what we say we will. And we achieve a balance between acting consistently and finding new and better ways of doing things.



I demonstrate this when I:

- ✓ Listen and show that I understand.
- ✓ Am open and honest.
- ✓ Do what I say I will, and am accountable for my actions.
- ✓ Resolve things in the first instance wherever possible.
- ✓ Follow up on actions.
- ✓ Am clear and consistent.
- ✓ Look for and welcome new and better ways of doing things.
- ✓ Admit to and learn from my mistakes.
- ✓ Offer solutions and am helpful.
- ✓ Focus on what I can do, rather than what I can't.
- ✓ Apologise when things go wrong.
- ✓ Personalise my communications.

we take responsibility

I don't demonstrate this when I:

- ✗ Jump to conclusions, am biased or judgemental.
- ✗ Fail to show empathy or understanding.
- ✗ Don't apologise if I'm wrong.
- ✗ Try and cover it up if things go wrong.
- ✗ Blame others for my mistakes.
- ✗ Make promises I can't keep.
- ✗ Pass the buck.
- ✗ Don't own my decisions.
- ✗ Am resistant to change.
- ✗ Don't learn from mistakes.
- ✗ Say 'no' and don't explain why.



we take pride

We always do our best. We are polite, approachable and friendly. We turn up on time with everything we need to do the job.



I demonstrate this when I:

- ✓ Do my best.
- ✓ Am polite, approachable and friendly.
- ✓ Speak to people respectfully.
- ✓ Turn up on time.
- ✓ Am easy to deal with.
- ✓ Have everything I need to do my job.
- ✓ Speak about the organisation, our customers and my colleagues in a positive way.
- ✓ Am clean, presentable and dressed appropriately for my job.

we take pride

I don't demonstrate this when I:

- ✗ Am rude.
- ✗ Swear or use bad language.
- ✗ Am unapproachable or unfriendly.
- ✗ Am late.
- ✗ Don't have everything I need to do my job.
- ✗ Cut corners.
- ✗ Speak negatively about customers, colleagues or the organisation.
- ✗ Don't wear appropriate clothing for my job.



we make a difference

We aim to make a positive impact on people's lives and celebrate success, however big or small. We are positive, enthusiastic and can rely on each other to pull together.



I demonstrate this when I:

- ✓ Put others first.
- ✓ Go the extra mile.
- ✓ Appreciate and recognise a job well done.
- ✓ Work effectively with my colleagues.
- ✓ Have a positive 'can do' attitude.
- ✓ Celebrate success.
- ✓ Am adaptable.
- ✓ Value others.

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we make a difference

I don't demonstrate this when I:

- ✗ Put myself first.
- ✗ Put others down.
- ✗ Make a big deal out of someone else's mistakes.
- ✗ Treat everyone the same regardless of their needs.
- ✗ Do the bare minimum.
- ✗ Have a negative attitude.
- ✗ Am not a team player.
- ✗ Fail to celebrate or appreciate the efforts of others.
- ✗ Don't value others.



we learn and grow

We empower and encourage each other, sharing our knowledge and skills for everyone's benefit, responding positively to change and learning to improve.



I demonstrate this when I:

- ✓ Take responsibility for my own personal development.
- ✓ Share my skills and expertise with others.
- ✓ Create opportunities for others to learn and grow.
- ✓ Am open to change and trying new things.
- ✓ Share my ideas and opinions and am open to those of others.
- ✓ Give and receive constructive feedback.
- ✓ Am aware of my impact on others.
- ✓ Look for ways to improve.
- ✓ Am the best version of me.

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we learn and grow

I don't demonstrate this when I:

- ✗ Don't welcome, give or act on feedback.
- ✗ Keep my opinions and ideas to myself.
- ✗ Am not aware of the impact I have on others.
- ✗ Don't participate in meetings or training.
- ✗ Prevent others from taking opportunities to learn and grow.
- ✗ Don't share my skills and expertise.
- ✗ Am reluctant to try new things.
- ✗ Am not willing to learn.
- ✗ Prevent or discourage others from putting forward ideas.

